

Message Text

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PAGE 01 MEXICO 15179 092332Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 USIA-15 /038 W
-----039823 100815Z /21

R 092323Z SEP 77
FM AMEMBASSY MEXICO
TO USDOC WASHDC
INFO SECSTATE WASHDC 4883
AMEMBASSY ASUNCION
AMCONSUL BELIZE
AMEMBASSY BOGOTA
AMEMBASSY BRASILIA
AMEMBASSY BUENOS AIRES
AMCONSUL CALI
AMEMBASSY CARACAS
AMCONSUL GUADALAJARA
AMEMBASSY GUATEMALA
AMCONSUL GUAYAQUIL
AMCONSUL HERMOSILLO
AMEMBASSY LA PAZ
AMEMBASSY LIMA
AMEMBASSY MANAGUA
AMCONSUL MARACAIBO
AMCONSUL MEDELLIN
AMCONSUL MERIDA
AMCONSUL MONTERREY
AMEMBASSY MONTEVIDEO
AMEMBASSY PANAMA
AMEMBASSY PORT OF SPAIN
AMEMBASSY QUITO
AMEMBASSY SAN JOSE
AMEMBASSY SAN SALVADOR
AMEMBASSY SANTIAGO
AMCONSUL SAO PAULO
AMEMBASSY TEGUCIGALPA
ALL USCONS MEXICO POUCH

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UNCLAS MEXICO 15179

FOR STERLING,OIM

E.O. 11652:N/A
TAGS.: BEXP,MX
SUBJECT: PETROLEUM INDUSTRIES EXH., U.S. TRADE CENTER,

MEXICO CITY, JAN. 24-26, 1978

1. AFTER CAREFUL CONSIDERATION OF POSITIVE AND NEGATIVE FACTORS BY TRADE CENTER PERSONNEL AND VISITING CMM STERLING, TRADE CENTER RECOMMENDS THAT SUBJECT EXH. BE MOVED OFFSITE TO AUDITORIO NACIONAL IN MEXICO CITY. OVERWHELMING POSITIVE RESPONSE FROM U.S. SUPPLIER INDUSTRY TO PRIME MARKETING OPPORTUNITY WITH PETROLEOS MEXICANOS (OVER 40 SIGNED PARTICIPATION AGREEMENTS AND OVER 20 VERBAL AGREEMENTS IN HAND 20 WEEKS BEFORE SHOW) LEAD USTC MEXICO CITY TO BELIEVE THAT RESTRICTING EVENT TO LIMITED SPACE AVAILABLE ONSITE WOULD BE DISSERVICE TO INDUSTRY AND PETROLEOS MEXICANOS. INDICATIONS ARE THAT TOTAL OF 80-100 PARTICIPANTS COULD BE SIGNED FOR THIS EXH., MAKING IT TRULY MAJOR EVENT WORTHY OF ATTENTION FROM OTHER PRESENT & POTENTIAL OIL PRODUCERS IN LATIN AMERICA, A DECIDEDLY FAVORABLE SIDE BENEFIT. WE WOULD ALSO BE ABLE TO ALLOW EACH PARTICIPANT MORE SPACE, SO THAT SOME ITEMS WHICH COULD OTHERWISE BE EXHIBITED ONLY AS GRAPHICS COULD BE BROUGHT TO SITE AND, IF FEASIBLE, DEMONSTRATED.

2. NEGATIVE FACTOR OF REDUCED USE OF USTC FACILITY COULD BE OVERCOME BY SCHEDULING OF SEVENTH EVENT IN FY 1978. USTC RECOMMENDS THAT THIS EVENT BE SAFETY, SECURITY & FIRE ABATEMENT EQUIP. EXH. FOR WHICH RESEARCH WILL BE COMPLETED IN MID SEPTEMBER. MID-TERM REVIEW INDICATED PROMISING MARKET FOR THIS EQUIP. IN MEXICO WITH 1976 TOTAL UNCLASSIFIED

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MARKET OF \$27.8 MILLION, IMPORTS OF 13.6 MILLION & U.S. MARKET SHARE OF 29.1 PERCENT. PREFERRED PERIOD FOR THIS EVENT WOULD BE MAY 16-18, 1978.

3. TRADE CENTER HOLDS RESERVATION FOR AUDITORIO NACIONAL FOR DATES OF PETROLEUM SHOW AS AUDITORIO ALREADY RESERVED FOR THREE MONTHS PERIOD (MINIMUM TIME PERIOD PERMITTED BY MEXICAN AUTHORITIES) FOR HOLDING OF CONSTRUCTION & MINING EQUIP. EXH. URGE EARLY APPROVAL OF CHANGE OF SITE.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
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From: MEXICO
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Litigation History:
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Retention: 0
Review Action: RELEASED, APPROVED
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Review Release Date: n/a
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Status: NATIVE
Subject: PETROLEUM INDUSTRIES EXH., U.S. TRADE CENTER, MEXICO CITY, JAN. 24-26, 1978
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